

**ABSTRACT OF THE DISCLOSURE**

A method for distributing data among automotive dealers, including selecting the data from the dealers, processing the data, and providing the

5 processed data to the dealers while maintaining confidentiality of individual data of each dealer. The selecting of the data further includes collecting data indicating which vehicles are in demand. The data includes at least one of a number of a vehicle's make a dealer has in stock, a vehicle identification number, a vehicle's year, a vehicle's make, a vehicle's model, a vehicle's

10 body style, a vehicle's exterior color, a vehicle's interior color, a vehicle's mileage, a vehicle's retail asking price, a vehicle's transactions cost, a vehicle's reconditioning cost, a vehicle's age, a vehicle's selling price, a vehicle's gross profit, an acquisition need of a vehicle, a selling need of a vehicle, a vehicle's image, a vehicle's turnover rate, or an aggregate of any of

15 the above-listed data. The distributed data may provide optimization on return on investments to the dealers.